

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorse* dan *promotion* yang dimediasi oleh minat beli sebagai variabel intervening terhadap keputusan pembelian. Populasi yang digunakan dalam penelitian ini yaitu mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya yang pernah membeli produk dari OPPO *Camera Phone*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel yang diperoleh sebanyak 100 responden. Teknik analisa yang digunakan dalam penelitian ini adalah metode analisis jalur (*path analysis*).

Hasil pengujian menunjukkan bahwa *celebrity endorse* tidak berpengaruh langsung terhadap keputusan pembelian, *promotion* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Celebrity endorse* berpengaruh positif dan signifikan terhadap minat beli, *promotion* berpengaruh positif dan signifikan terhadap minat beli, dan minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil ini menunjukkan bahwa minat beli dapat memediasi pengaruh *celebrity endorse* dan *promotion* terhadap keputusan pembelian. Besaran pengaruh tidak langsung *celebrity endorse* terhadap keputusan pembelian yang dimediasi oleh minat beli lebih besar dibandingkan besaran pengaruh langsung *celebrity endorse* terhadap keputusan pembelian. Sedangkan, besaran pengaruh langsung *promotion* terhadap keputusan pembelian lebih besar dibandingkan besaran pengaruh *promotion* terhadap keputusan pembelian yang dimediasi oleh minat beli.

Kata Kunci: *Celebrity endorse, promotion, minat beli, keputusan pembelian, dan Oppo Camera Phone*

ABSTRAK

This research is aimed to determine the influence of celebrity endorsed and promotion which is mediated by buying interest as the intervening variable on purchasing decisions. The population is all students of School of Economics Indonesia (STIESIA) Surabaya who have ever bought products from OPPO Camera Phone. The sampling technique has been done by using purposive sampling and 100 respondents have been selected as samples. The analysis techniques has been done by using path analysis.

The result of the test shows that celebrity endorsed does not have any direct influence to the purchasing decisions, promotion has positive and significant influence to the purchasing decision. Celebrity endorsed has positive and significant influence to the buying interest, and buying interest has positive and significant influence to the purchasing decision. The results indicate that buying interest can mediate the influence of celebrity endorse and promotion to the purchasing decisions. The magnitude of indirect influence to the purchasing decisions which is mediated by buying interest is larger than the magnitude of the direct influence of celebrity endorse to the purchasing decision. Meanwhile, the magnitude of direct influence of promotion to the purchasing decision is greater than the magnitude of the influence of promotion to the purchasing decision which is mediated by buying interest.

Keywords: Celebrity endorsed, promotion, interest buy, purchase decision and Oppo camera phone.